

1999 MANAGED CARE ACHIEVEMENTS IN TOBACCO CONTROL AWARDS PROGRAM

Foreword

The American Association of Health Plans (AAHP) Managed Care Achievements in Tobacco Control Awards Program is an opportunity to recognise member health plans' efforts to increase interest in and capacity for reducing the health problems caused by tobacco. The awards recognise and honour the innovative and practical strategies, practices, programs and policies used by health plans to establish effective tobacco prevention and cessation interventions.

Now in its second year, the Managed Care Achievements in Tobacco Control Awards Program encourages health plans to build upon the Agency for Health Care Policy and Research (AHCPR) guideline on smoking cessation, including evidence based standards and the demonstrated strategies outlined in the guideline.¹ By honouring these exceptional efforts, AAHP demonstrates the commitment of health plans to promote widespread adoption of effective tobacco control interventions into routine clinical practice.

Tobacco control intervention opportunities are diverse—from clinical, outpatient, counseling or community settings, to behavioural and pharmacological cessation components, to the involvement of physicians, allied health professionals and employers. Aspiring toward national standards for tobacco control requires creative solutions adaptable and reproducible in a variety of managed care settings, as demonstrated by the Managed Care Achievements in Tobacco Control award winners.

The following award winning examples will assist you in identifying barriers and developing resourceful programs to improve smoking cessation rates and activities within your own organisation. AAHP and the Addressing Tobacco in Managed Care (ATMC) National Technical Assistance Office (NTAO) believe that by sharing these programs and methods we will be one step further in conquering the leading preventable cause of illness and death in Americans—tobacco use.

The awards program is one of many national activities supported by the NTAO of the Robert Wood Johnson Foundation's ATMC program. The ATMC program promotes the study and dissemination of policies and practices, which reduce tobacco use among managed care subscribers. The NTAO is a collaborative effort directed by the American Association of Health Plans (AAHP) with Health Alliance Plan (HAP).

An independent panel of experts in tobacco control and quality improvement practices and programs reviewed award applications. AAHP

thanks the panel for their assistance in the review process, and the Health Alliance Plan component of the NTAO for managing the awards process.

GlaxoWellcome joins AAHP in this commitment to tobacco cessation and prevention and is proud to support the Managed Care Achievements in Tobacco Control Awards Program through an unrestricted educational grant.

Award categories

ADULT TOBACCO CONTROL INITIATIVES

This award is presented to a health plan for implementing creative initiatives, strategies, programs or policies that address tobacco prevention and/or cessation in the adult population. Examples include: creative use of resources to overcome barriers to implementation of the intervention; special methods used to engage the population in the intervention; approaches to provider or adult education; worksite programs; outreach to adult populations; and effective methods for tracking, monitoring, data collection, and follow up.

YOUTH/ADOLESCENT TOBACCO CONTROL INITIATIVES

This award is presented to a health plan for implementing initiatives and/or strategies aimed at youth or directly shaping policies focused on reducing youth/adolescent use, exposure or access to tobacco products. Examples include: implementation of public campaigns; school based interventions; provider or youth education; direct involvement in policy development related to youth access; outreach to youth in the community at large; effective methods of tracking, monitoring, data collection, and follow up.

TOBACCO CONTROL IN PREGNANCY CONTINUUM

This award is presented to a health plan for implementing tobacco cessation and/or prevention strategies, before, during and/or after pregnancy. Initiatives that involve prepregnancy or postpartum interventions and/or a paediatric care component are of particular interest. Examples include: system wide integration in maternity initiatives; creative use of resources to engage the target population; methods to increase provider involvement in training and implementation; and effective methods for tracking, monitoring, data collection, and follow up.

TOBACCO CONTROL IN SPECIAL POPULATIONS

This award is presented to a health plan for implementing notable tobacco cessation and/or prevention strategies, interventions

Sponsored by the National Technical Assistance Office of the Robert Wood Johnson Foundation Addressing Tobacco in Managed Care Program.

For more information on the Addressing Tobacco in Managed Care Program and the activities of the National Technical Assistance Office (NTAO) contact any of the NTAO program managers:

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